

What is claimed is:

1. A bi-directional type broadcasting and delivery method, comprising the steps of:

5 (a) broadcasting a program including an advertisement program of articles from a broadcasting system to a user terminal, said advertisement program being produced by an advertising agent in response to a demand transmitted by an advertiser from an advertiser system to an advertising agent system;

10 (b) selecting on said user terminal, a specific one of said articles in which a user has interest when said user views said advertisement program on said user terminal;

(c) informing said selection to a service system through a network with a user ID;

15 (d) preparing a private page for said user based on detailed data of said specific article and said user ID;

20 (e) downloading said private page from said service system to said user terminal through said network; and

(f) carrying out purchase or reservation of said specific article on said user terminal on which said detailed data of said specific article is displayed.

2. The bi-directional type broadcasting and

delivery method according to claim 1, further comprising the steps of:

(g) transmitting policy data for said advertisement program determined by said advertiser from said advertiser system to said advertising agent system and demanding production of said advertisement program to said advertising agent, said policy data being transmitted from said advertising agent system to said service system, and

(h) demanding said broadcasting of said advertisement program produced by said advertising agent based on said policy data, from said advertising agent system to said broadcasting system.

3. The bi-directional type broadcasting and delivery method according to claim 2, further comprising the step of:

(i) paying an advertisement production fee from said advertiser to said advertising agent; and

(j) paying a broadcasting fee from said advertising agent to a broadcast company.

4. The bi-directional type broadcasting and delivery method according to claim 1, further comprising the step of:

(j) charging a fee to said advertiser system by said service system for every transaction of said

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(c) informing step.

5. The bi-directional type broadcasting and delivery method according to claim 1, wherein said (d) preparing step comprises the step of:

(k) determining said detailed data of said
5 specific article based on policy data.

6. The bi-directional type broadcasting and delivery method according to claim 5, wherein said policy data is predetermined by said advertiser.

7. The bi-directional type broadcasting and delivery method according to claim 5, further comprising the step of:

(l) charging a fee to said advertiser system
5 by said service system for every transaction of said
(k) determining step.

8. The bi-directional type broadcasting and delivery method according to claim 5, wherein said (k) determining step comprises the step of:

(m) determining said detailed data of said
5 specific article based on said policy data, and at
least one of customer data of said user and season and
time data at said selection.

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9. The bi-directional type broadcasting and delivery method according to claim 1, further comprising the steps of:

(n) producing marketing data by said service system based on said purchase or reservation of said specific article; and

(o) transmitting said marketing data from said service system to at least one of said advertiser system, said advertising agent system and said broadcasting system.

10. The bi-directional type broadcasting and delivery method according to claim 9, wherein said detailed data of said specific article is determined based on policy data, and

said method further comprises the steps of:

(p) optimizing said policy data based on said transmitted marketing data in said at least one of said advertiser system, said advertising agent system and said broadcasting system, to update said policy data of said service system.

11. The bi-directional type broadcasting and delivery method according to claim 1, wherein said (b) selecting step comprises the step of:

(q) recording an ID of a guide program for said advertisement program in said user terminal by

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selecting said advertisement program, and

said (c) informing step comprising the steps
of:

(r) starting said guide program on said user
10 terminal;

(s) transmitting said guide program ID and
said user ID from said user terminal to said service
system; and

(t) managing said user ID and said guide
15 program ID as a database.

12. A bi-directional type broadcasting and
delivery system, comprising an advertiser system of an
advertiser, an advertising agent system of an
advertising agent, a broadcasting system of a
5 broadcasting company, a user terminal of a user, and a
service system which are connected to a network,

wherein said advertiser determines policy
data for an advertisement program, and transmits said
policy data and a demand of production of an
10 advertisement program of articles of said advertiser
from said advertiser system to said advertising agent
system,

said advertising agent produces said
advertisement program based on said ~~poly~~ data in
15 response to the demand of production of said
advertisement program, and said advertising agent

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14. The bi-directional type broadcasting and delivery system according to claim 12, wherein said service system charges a fee to said advertiser system by said service system each time said selection is
5 informed to said service system.

15. The bi-directional type broadcasting and delivery system according to claim 12, wherein said service system determines said detailed data of said specific article based on said policy data.

16. The bi-directional type broadcasting and delivery system according to claim 15, wherein said service system charges a fee to said advertiser system each time said detailed data is determined.

17. The bi-directional type broadcasting and delivery system according to claim 15, wherein said service system determines said detailed data of said specific article based on said policy data, and at
5 least one of customer data of said user and season and time data at said selection.

18. The bi-directional type broadcasting and delivery system according to claim 12, wherein said service system produces marketing data based on said purchase or reservation of said specific article, and

5 transmits said marketing data to at least one of said advertiser system, said advertising agent system and said broadcasting system.

19. The bi-directional type broadcasting and delivery system according to claim 18, wherein said policy data is optimized based on said transmitted marketing data in said at least one of said advertiser
5 system, said advertising agent system and said broadcasting system such that said policy data in said service system is updated.

20. The bi-directional type broadcasting and delivery system according to claim 12, wherein an ID of a guide program for said advertisement program is recorded in said user terminal in response to the
5 selection of said advertisement program, and said user terminal starts to display said guide program and transmits said guide program ID and said user ID to said service system,

said service system manages said user ID and
10 said guide program ID as a database.